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AI SALES SOLUTION

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AI-Powered Sales Solutions to Elevate **salesforce** Competitive Edge

Salesforce must integrate advanced AI tools to enhance CRM automation, sales communications, and predictive analytics to maintain its market leadership.
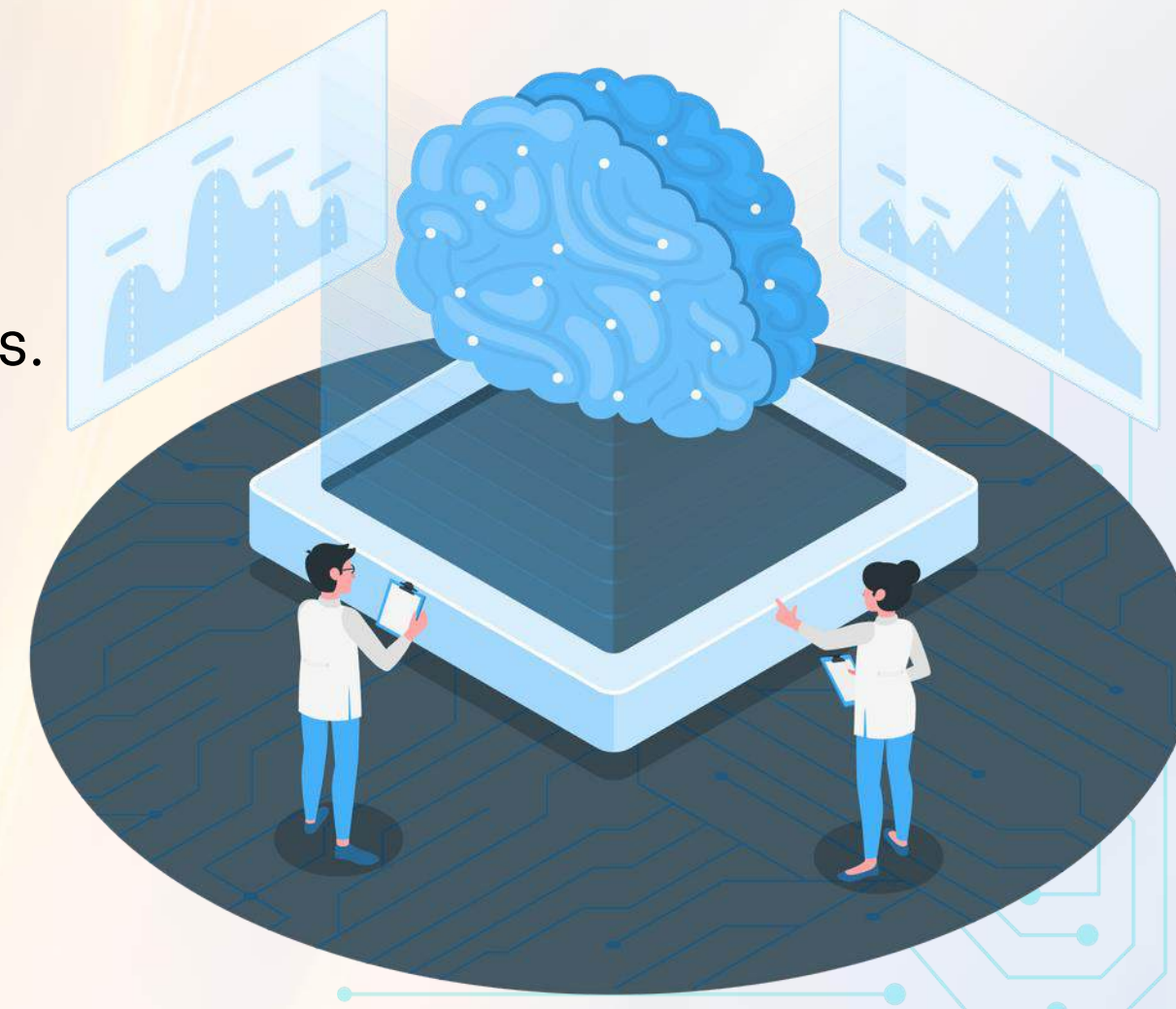
CRM automation improves efficiency and data integrity.

AI-driven sales communications increase engagement and conversions.

A multi-tool acquisition strategy ensures optimal sales effectiveness

AI is Transforming Sales and Salesforce Must Lead

Gartner predicts 35% of CROs will establish GenAI operations teams by 2025

Industry leaders like Snowflake and L'Oréal are adopting AI-powered sales optimization with significant ROI

AI-driven CRM tools enhance lead qualification, customer segmentation, and sales forecasting

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Without AI, Sales Teams Face Productivity Gaps and Revenue Loss

Challenges Without AI:

Inefficient Lead Management: Manual qualification slows pipeline velocity.

Data Fragmentation: Lack of automated CRM hygiene results in unreliable forecasting.

Inefficient Lead Management: Manual qualification slows pipeline velocity.

Market Trends Driving Change:

Foundational models and generative AI have the highest potential in sales, marketing, and customer support

Share of business-to-business companies adopting or evaluating foundational models and generative AI

New chat user experience embedded in products | Coding assistant, copilot | Customer communications, contact center | Knowledge assistants and management | IT administrative automation | Marketing material development speedup | Product design, augmented simulation | Demand forecasting | Supply chain optimization | Labor forecasting

■ Have adopted (including early testing) ■ Currently evaluating Plan to evaluate in the next 1–2 years
■ No plans to evaluate in the next 1–2 years ■ I don't know □ Most relevant to sales and marketing

Source: Bain AI/Generative AI Survey 2023 (n=571)

BAIN & COMPANY

AI-enhanced prospecting (e.g., Cognism) boosts SQL conversion rates by 40%

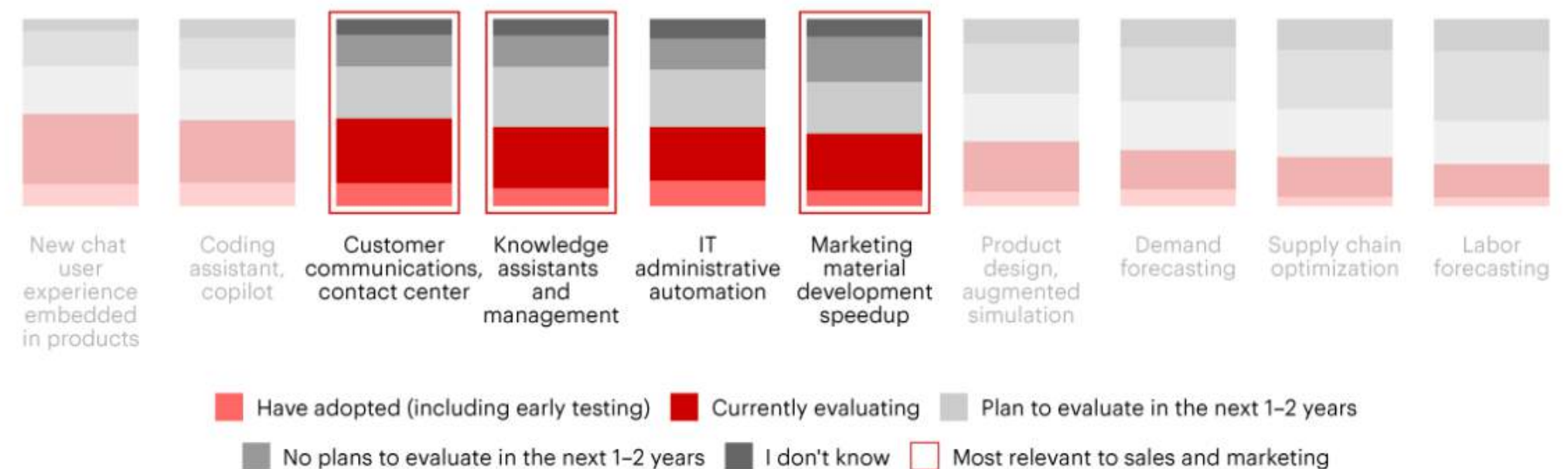AI-powered email coaching (e.g., Lavender) increases reply rates by 34%

AI-driven forecasting (e.g., Gong) improves win rates by 20%

Strategic AI Acquisitions to Strengthen Salesforce's Sales Enablement

Key Decision Criteria for Acquisition: The selected AI tools must seamlessly integrate into Salesforce's CRM, demonstrate proven revenue impact, provide a competitive edge, and be scalable for client solutions.

CRM Optimization & Automation	AI-Driven Sales Communication	Predictive Revenue Intelligence

Cognism AI Prospecting Suite

Why?

- Seamless Salesforce CRM integration.
- AI-powered prospecting reduces time spent on lead qualification by 65%.
- Snowflake's case study shows a 40% increase in SQL conversion rates.

Drift Conversational Cloud

Why?

- AI chatbots qualify leads and book meetings instantly, reducing lead-to-meeting time by 58%.
- Integrates with Salesforce's customer engagement platform.
- Used by MongoDB, which saw 3.8x more pipeline generated.

Gong Deal Radar

Why?

- AI-based revenue intelligence tool with 92% forecasting accuracy.
- Used by enterprise sales teams to predict at-risk deals and expand high-value accounts.
- Enhances forecasting for Salesforce's clients in B2B sales environments

Appendix: AI Tool Documentation & References

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